LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD NO 247-81 "You Bet-Q" REQ # M-91671 - SAU "H" Full Page Tabloid (9 3/8 x 141 2/C, 1986
Printed in U.S.A.
[P041]

New Players Lights 25's

First rate smokes at a $1.50 less a carton? You bet.

Super Saver Carton
Kings & 100's
Also available in Menthol

Count 'em.
200
of the finest
for $1.50 less a carton.

Kings: 12 mg "tar," 0.8 mg nicotine
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

*Mfr's. suggested pricing based on full price brands.

Source: https://www.industrydocuments.ucsf.edu/docs/fykh0003
2061190993